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Lincoln Red Shorthorn Society



Brief History and Description OF THE Lincoln Red Shorthorn Cattle

“The Ideal Breed for every need”

17 WEST PARADE,
LINCOLN

W. DUNNAWAY, *Secretary*,
Tel. 10445



7 YEARS OLD STOCK BULL

LINCOLN RED SHORTHORNS

A BRIEF HISTORY AND DESCRIPTION, ETC. OF THE LINCOLN RED SHORTHORN CATTLE.

INDEX.

- I. Introduction.
- II. Early History.
- III. Formation of the Society.
- IV. More Recent History.
- V. Description of the Cattle.
- VI. The Value of Pedigree.
- VII. Beef Section.
- VIII. Dairy Section.
- IX. Sales and Shows.
- X. Facts about the Society, etc.
- XI. Information for New Members.

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I.—INTRODUCTION.

THE Council of the Lincoln Red Shorthorn Society have pleasure in presenting this booklet to all people everywhere who are interested in livestock, especially those readers who may be potential new breeders. It is one of the pleasures of the Council to offer a cordial invitation to all who peruse the booklet to contact the Secretary, who will be happy to give every assistance in response to enquiries. The pamphlet was originally published in 1943 ; a revised edition was published in 1943 and 1946, but so large has been the demand, that this fourth edition was considered necessary by the Council, which felt that the need is still pressing for the Society to continue to assist the Minister of Agriculture in his campaign for the improvement of our home-bred cattle.

It is now possible to applaud the truly magnificent effort which British agriculture has contributed during the late war. The stock-keeper's path has been far from soft, but he can at least be thankful for the introduction of ley farming—now well past the trial stages and unquestionably the most revolutionary movement of progress in farming during this century. There need be no fear of depleting our herds by turning over still more grassland for arable cropping ; on the contrary, the old arable which may be reseeded to leys of varying duration will allow of an increased number, and, we trust, better quality cattle to be maintained.

II.—EARLY HISTORY.

THE uninitiated may well ask "What are Lincoln Reds?"

In the Lincoln Red Shorthorn can be claimed an achievement which others have been striving after for years—the best all-round breed of cattle in the Country. This is a sweeping statement to make, and may be queried by many, but those who have seen the cattle in their native Countryside, or in the many other areas in which they are to be found, and having tried them, know that it is no vain boast.

During the latter years of the 18th century, and early in the 19th century, when the Colling Bros. were carrying on the great livestock improvement traditions of Bakewell by improving

the Shorthorn, a select number of enterprising North Lincolnshire Breeders attended the Durham sales and no expense was spared in securing the very best blood the North could produce. Thus, three bulls were sent into Lincolnshire from Charles Colling's great sale in 1810 ; the animals being lightly shod to perform the journey south. There appears no doubt that many of these Durham Shorthorns constituted the foundation blood of a number of the early Lincoln Red Shorthorn Herds. Among the Lincolnshire Breeders at this time was one Thomas Turnell, of Reasby, near Wragby, Lincoln. He reared and bred a wholly red variety of this improved kind of Shorthorn with great success, and thereby founded the variety since known as the Lincoln Red Shorthorn.

Arthur Young, the first Secretary of the Board of Agriculture, writing at the end of the 18th century, said :—

“ Mr. Turnell has a breed of cattle which are not surpassed in the country for points highly valuable, for their disposition at any age to fatten rapidly. His bull serves at a guinea and has many cows sent to him. The breed came originally from the neighbourhood of Darlington. The cattle are of medium size which he preferred to large ones.”

It is unfortunate that more minute records do not exist of the breeding pursued by Mr. Turnell, but most of the best herds in the country acknowledge the influence of the Turnell Reds. Mr. Turnell impressed his cattle with the deep cherry red colour now so much the fashion, and while slightly reducing their size from the original type gave them greater powers of rapid fattening and of developing the primest joints of meat.

Accordingly, when George Coates began to collect data for his new Herd Book, there was in existence two varieties of Shorthorns—the parent in the neighbourhood of Darlington, and the daughter in Lincolnshire. The first was and is still of many colours—red, white and roan, while the latter is of one colour only—a deep red. Each variety was accepted by Coates, and each is to be found recorded in the first volume of his Herd Book published in 1822.

FEMALE CHAMPION—LOUTH, OCTOBER, 1946



Photo by

8 months old Heifer

G. S. McCann

The same animal at 17 months



Photo by

RESERVE CHAMPION—ROYAL SHOW, 1947
Farmer and Stock-Breeder

III.—FORMATION OF THE SOCIETY.

A MEETING of breeders convened in November, 1894, decided that the time had arrived when the foreign buyer required some recognised proof of breeding and it was decided to form the Society and "to promote the interest of this variety of the great Shorthorn race by publishing a register and securing uniformity of type and colour." Prior to this date private records of the leading Herds had been kept, in some cases for nearly a hundred years, which consequently ensured a uniformity of type, colour and consistent performance, which is being so well upheld to-day.

Volume I of the Society, published in 1896, shows that many C.H.B. Bulls were used in the formation of numbers of the herds, thus of 96 members registering in that volume, no less than 55 well known C.H.B. Bulls are quoted as being used as sires.

Herds were at first taken in collectively, bulls being individually entered and numbered; later, when firmly established, the compulsory entry of all females individually was adopted.

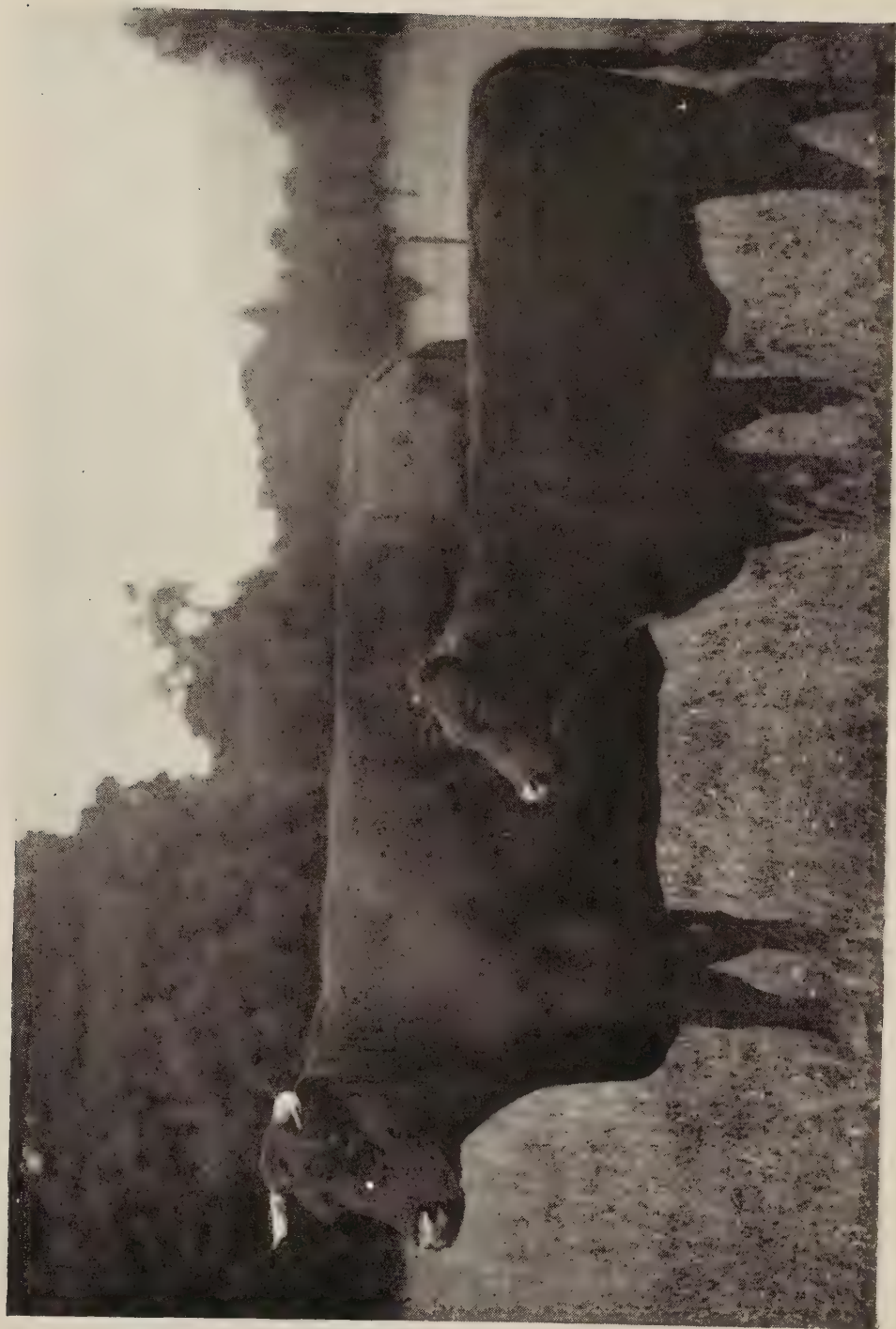
It is obvious that the merit which Lincoln Red Shorthorns now possess is due in no small measure to the efforts, during the past half-century, on the part of painstaking breeders, to whose names and exertions it is impossible to refer.

IV.—MORE RECENT HISTORY.

WITH the passing of the years the Society acquired strength through a gradually increased membership, and the breed achieved a National reputation. Many herds were in the hands of tenant farmers, but during the years of agricultural depression in the late twenties and early thirties, like so many other Breed Societies, the membership declined.

In 1935, 41 years after the formation of the Society, it was decided to amalgamate with the Shorthorn Society of the United Kingdom of Great Britain and Ireland. The merger, it was hoped, would prove of benefit to the members of both Societies, as Lincoln Red Shorthorn cattle, which were registered in C.H.B., could be included in any Shorthorn Herd.

Perhaps unfortunately, the advantages which it was hoped would accrue from the amalgamation did not materialise, and



COW AND CALF

comparatively few Lincoln Red Breeders re-introduced C.H.B. blood to their herds ; similarly, only a few Lincoln Red Bulls found their way into C.H.B. proper. After mature consideration, the Members of the Lincoln Red Shorthorn Society finally decided at a meeting held June 20th, 1941, to request the Shorthorn Society to terminate the agreements made in 1935. Thus, on December 31st, 1941, the Registration Agreements between the Shorthorn Society and this Society were abrogated, and arrangements made to protect the interests of those breeders who had based their breeding policy on the terms of the Agreements during the period of fusion.

Volume 42, published in 1942, became the first Herd Book of the Society after its disamalgamation, which register covered all calves born the previous year, and provided a Grading Register to include all animals of potential Lincoln Red Shorthorn breeding.

In October, 1946, it was resolved by the Society to divide the Herd Book into two sections, one for entries from Beef Herds and the other for qualified entries from Dairy Herds. This decision was based on the selective emphasis made between the two types of qualifying standards imposed by the Ministry of Agriculture and Fisheries under the Bull Licensing Scheme.

Since the formation of the Society the use of C.H.B. bulls, provided they were red and bred red, has been allowed, and the progeny were eligible for direct entry to the Herd Book. In 1947, however, the Council revised this ruling, and the position now is as under :—

“ It was resolved that the matter could best be dealt with by the appointment of a small Committee, who would have sole power to reject or approve the use of any red bull, entered in Coates' Herd Book, in a registered Lincoln Red Shorthorn Herd. Any Member of this Society wishing to use such an animal in his registered Herd must submit the animal's pedigree, confirming that such animal is red and bred red for at least four generations, and the animal itself, to the Committee for inspection and approval.”

V.—DESCRIPTION OF THE CATTLE.

PERHAPS the primary distinguishing feature of the breed is the uniform deep cherry-red colour. As one motors the roads of the countryside, (assuming one has the Basic !!), it is possible to see field after field of these grand cattle. There can be few more picturesque scenes than that presented by a large pedigree herd of shapely, rich coloured Lincoln Red Shorthorns grazing in a typical setting, in the cool of the evening. They are wonderfully alike—"as like as peas in a pod," to quote an old saying—and are the very acme of quality.

Where Lincoln Red Shorthorn bulls have been used for Beef Production or for crossing in commercial Herds, the results have proved eminently satisfactory, whilst the progeny have invariably favoured the colour and conformation of the sire.

The present-day Lincoln Red Shorthorn, in addition to conforming to the true deep all-red colour, is distinguished by length of frame, wondrous hardiness, capacity for milk and quick feeding propensity. Allied to their size of frame and aforementioned qualities, they are equipped with a wealth of substance, a mass of good hair ; well sprung in the ribs and neat on the back and shoulders.

In claiming that the Breed has a place of importance in up-to-date farming economy, their history shows the statement to be true. They are brought up on thrifty lines, living during winter in open fold yards, fed largely on home-grown food, such as straw, (and mark you, Barley straw at that !), and surplus potatoes with sugar beet pulp, whilst even in the most spartan conditions the dairy herds will go out for daily exercise. An added feature is the docility of the Breed.

VI.—THE VALUE OF PEDIGREE.

The pedigree breeder is the custodian of one of our National heritages. The duty of maintaining and improving the livestock of Great Britain is his responsibility, and by careful selections and matings, by vigilant attention to matters of detail, such as the recording of pedigrees, milk yields, butter fat percentages, etc., and finally an infinite patience, it is a duty in which he will not fail.

It is often said that a good animal eats no more than a bad one ; the saying is more than true. Good stock, besides being pleasing to the eye and a credit to the breeder and feeder, will almost always more than repay the higher cost of initial outlay, or additional work involved. All the commercial cattle population of the United Kingdom owe their present development to the breeders of pedigree animals, and it is right and proper for the practice of using cross-bred sires to be frowned upon by the Ministry of Agriculture in their plans for the improvement of British livestock, through the extension of the Bull Licensing Scheme. The old saying that "the Bull is half the Herd" is as true to-day as when the phrase was coined, and to those breeders of commercial cattle who may peruse these pages, we suggest that the use of carefully chosen Lincoln Red Shorthorn sires will go far towards improving the size, stamina, and fattening propensities of their present herds. To those who already use Lincoln Red Bulls, and they are many, as some 1000 Pedigree Bull Calves are registered annually, the only advice one can offer is that each time the purchase of a new sire is necessary an endeavour should be made to select one a little better than his predecessor, and one calculated to level up the faults which may be significant amongst the junior animals in the herd.

For those interested in artificial insemination methods of Breeding, there are Lincoln Red Shorthorn bulls available at various centres, details of which may be obtained from the Secretary.

VII.—BEEF SECTION.

THE majority of breeders favour cattle primarily beef-type in character, yet capable of providing a bountiful supply of rich milk for the nourishing of their offspring, or giving a highly satisfactory milk yield for the dairy without laying claims to the prodigious figures achieved by the essentially dairy type cattle of this Breed.

The bed-rock of successful cattle breeding must lie in the production of cattle which will contribute to the maintenance of soil fertility, but at the same time the Herd must prove an economic unit in itself.



CHAMPION, LINCOLN SALE, 1944



Photo by

Farmers' Press Agency
BULLOCKS GRAZING IN THE WELLAND VALLEY

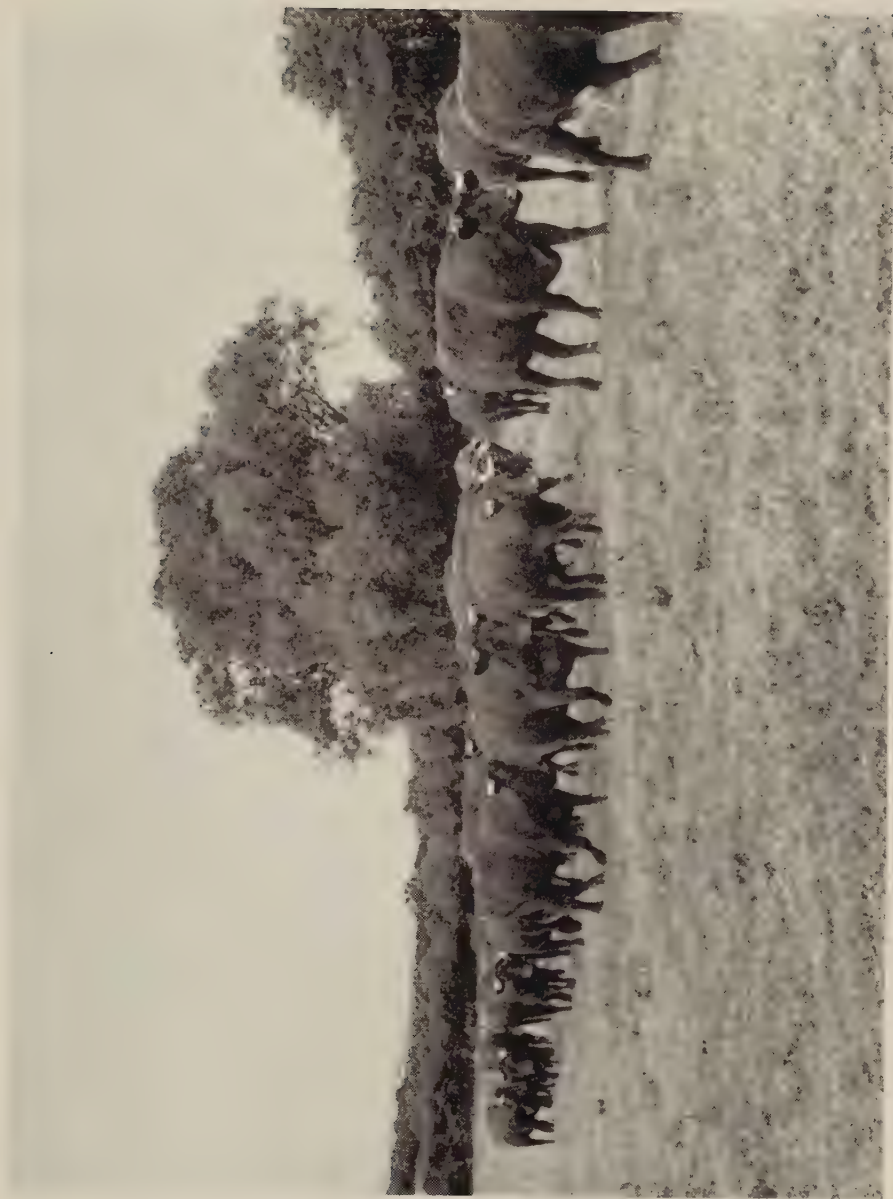


Photo by

BULLOCKS FROM MARKET HARBOROUGH

Farmers' Press Agency

Although we, like our contemporaries the Shorthorn Society, have two types of cattle, Beef and Dairy, (for which separate sections are provided in the Herd Book), within the general framework of the Beef Section we also have countless numbers of dual-purpose herds, which have arisen from the careful attention paid to the importance of milk production for rearing calves.

Mention has been made earlier of the propensity of the Lincoln Red Steers to fatten for early maturity, and for this purpose the breed cannot be surpassed ; it has the quality of flesh of the Aberdeen Angus and the early maturity of the Shorthorn. In feeding districts it is usual for a twelve-months-old steer, which has been well followed up from birth, to attain a baby beef weight of 8 cwts. At round about two years old they can, if carried straight on, be looked upon to scale a live weight of 12 cwts.

At the 1937 Smithfield Show, Lincoln Reds provided the heaviest breed, the winning animal weighing 17 cwts. 6 lbs. at the age of 2 years, 7 months, 5 days.

These heavier weights which are now the order of the day, when "a pound of meat is a pound of meat," can also be attained, and recently there have been a large number of well finished animals marketed as the following examples illustrate.

A Lincoln Red breeder wrote the Chairman of the Society a letter, of which the following is an extract :—

"My 3-year old Lincoln Red Bullocks were graded at Horncastle Market on 6th May. I have always sold my bullocks at about 2 to 2½ years old, but as an experiment I put these 10 beasts in a crewyard to themselves at the end of October, to fatten on all my own grown foods, cereals, silage and roots, etc. They have had no cake or bought food whatever since they were yearlings. These Bullocks were all 3 years old this March and April. I am enclosing the Ministry of Food Certificate showing grades, weights, etc. I have seen the dead weights of these animals and they came out with a killing percentage of approximately 60 per cent."

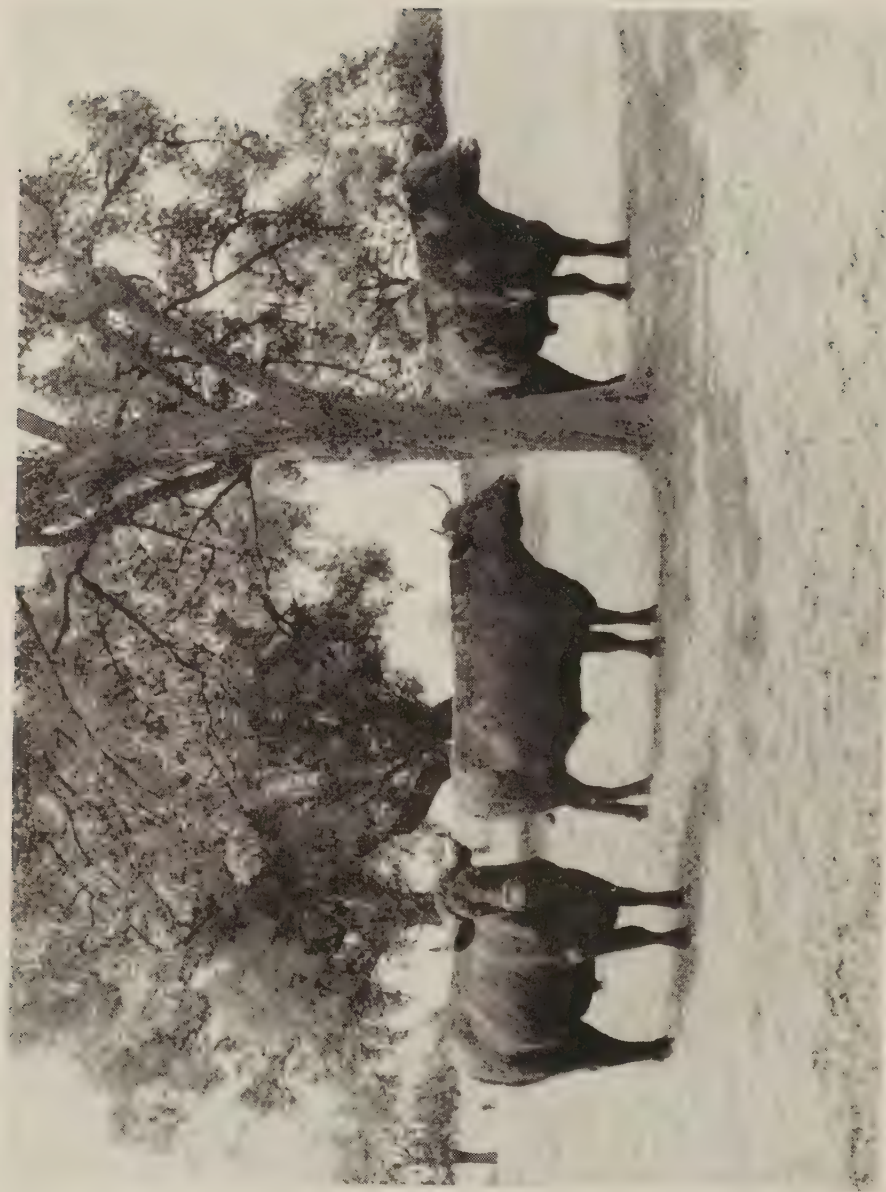


Photo by

LINCOLN RED SHORTHORN BULLOCKS

Farmers' Press Agency

And the grading sheet to which the writer refers is so interesting that it is copied below :—

Identification Number	Colour	Class	Grade	Actual weight	
				cwt.	qrs.
60	Red	S	Sp.	14	3
59	„	„	„	14	3
64	„	„	„	14	2
61	„	„	„	15	3
63	„	„	„	15	1
57	„	„	„	15	2
56	„	„	„	15	2
62	„	„	„	15	—
58	„	„	„	16	1
65	„	„	„	16	3

Average (cwt.) 15.2

The following press account of a consignment of fat bullocks at Spalding Grading Centre is also of interest :—

“An outstanding entry through the Spalding centre of the Ministry of Food, at the Cattle Market at Spalding, was 146 fine Lincoln Red bullocks, all from Mr. George Thompson, a well-known breeder of Holbeach Hurn. They averaged a live weight of 17 cwt. each, and all were graded ‘Specials.’”

At Market Harborough, one hundred Lincoln Red Shorthorn bullocks were all graded “Specials,” the heaviest animal scaling 24 cwts. 2 qrs., whilst the best three averaged 22 cwts. 2 qrs. 14 lbs. Fifty of the hundred averaged 18 cwts. 1 qr., the average weight for the hundred being 16 cwts. 3 qrs. 2 lbs.

In the next season, the same grazier had a batch of 100 bullocks graded, which averaged 16½ cwts.

At the Spilsby Fat Stock Show in December, 1947, the average weight for 12 Lincoln Red Shorthorn bullocks was 17½ cwts. (*see photograph opposite*).

It is interesting to note that even with the handicap of lack of oil cakes, the Lincoln Red Shorthorn is capable of gaining his weight-for-age on home produced feeding stuffs.

Very possibly in the future it will be necessary once again to cater for a consuming public's preference for “small joints” and tin-openers, and in this event as regards early maturity or weight for age, Lincoln Red Shorthorns compare more than favourably with any other breed of cattle.



SPILSBY FAT STOCK SHOW—DECEMBER, 1947
(See Report opposite)

In support of this statement the following data provides proof:—

This year, a member of the Society sent a steer to the Ministry of Food Centre at Louth. The animal was 1 year 6 days of age, and was Graded A plus, its weight being recorded as 7 cwt. 3 qrs. The animal had not been selected for any special attention, but had been fed on home grown foodstuffs the whole time.

VIII.—DAIRY SECTION.

In introducing the Dairy Section to the reader, perhaps the following spontaneous letter from the Managing Director of a Dairy Company, testing a large number of samples daily from all breeds of cattle, offers conclusive proof of the quality of Lincoln Red Shorthorn milk.

Clover Dairies Ltd.

Grimsby.

24th August.

Dear Sir,

I wish to congratulate you on your excellent booklet.

There is one point so strongly for Lincoln Reds that I would like you to consider its inclusion in any future edition.

Manufacturers, such as my Company, want milk with a high Total Solids content, *i.e.*, Solids-not-Fat plus Fat.

Within the next ten years it is hoped milk will be bought on this basis.

Should this come to pass, Producers whose herds consist of pure bred Lincoln Red Shorthorns will be in a very favourable position, because the milk has such a high Total-Solids content.

Yours sincerely,

(Signed) HAROLD KING,

Chairman and Managing Director.



SIX YEARS OLD COW



Photo by

DAIRY COW

Farmers' Press Agency

Numerous individual herd records have averaged over 1000 gallons in the recorded year and indicative of high yields, coupled with longevity and regular breeding, are the following facts and figures, viz :—

Sustained Breeding and Performance.

KITEBROOK	1st	calf	9,184	lbs. in 316 days	Born 26- 6-30
ROSEMARY	2nd	"	9,987 $\frac{1}{2}$	" 365 "	" 15- 8-31
Vol. 37, p. 239.	3rd	"	14,716	" 348 "	" 15- 9-32
	4th	"	13,891	" 332 "	" 17-10-33
	5th	"	15,271	" 344 "	" 16-11-34
	6th	"	14,971	" 350 "	" 9-12-35
	7th	"	12,004	" 285 "	" 16-12-36
	8th	"	15,853	" 355 "	" 10- 1-38
	9th	"	11,927 $\frac{1}{4}$	" 285 "	" 4- 5-39

CASTLEACRE	1st	calf	Suckled	Born 14-10-32
VIOLET 20TH.	2nd	"	"	" 13- 2-34
Vol. 37, p. 245.	3rd	"	"	" 23- 4-35
	4th	"	10101 lbs in 284 days	" 7- 7-36
	5th	"	10922 " 297 "	" 19- 5-37
	6th	"	11439 " 356 "	" 16- 4-38
	7th	"	12754 " 313 "	" 1- 6-39
	8th	"	11208 " 296 "	" 22- 4-40
	9th	"	9853 " 321 "	" 21- 3-41
	10th	"	8027 " 264 "	" 21- 2-42
	11th	"	11400 " 352 "	" 16- 1-43
	12th	"	12431 " 373 "	" 3- 4-44
	13th	"	13079 " 504 "	" 29- 8-45
	14th	"	9365 " 341 "	" 28- 2-47

Family Performance.

Dam

THORNTON No. 200	6th	calf	12,245 $\frac{1}{2}$ lbs.
Vol. 30, p. 485.	7th	"	13,213 $\frac{1}{4}$ "
	8th	"	9,271 $\frac{1}{2}$ "
	9th	"	12,915 $\frac{1}{4}$ "
	10th	"	11,156 $\frac{1}{4}$ "

Daughter

THORNTON ALICE	1st	calf	11,190 $\frac{1}{4}$ lbs.	
Vol. 31, p. 448.	2nd	"	13,996	"
	3rd	"	10,930 $\frac{1}{4}$	"
	4th	"	12,847 $\frac{1}{2}$	"
	5th	"	12,761 $\frac{1}{2}$	"
	6th	"	17,999	"
	7th	"	11,283 $\frac{3}{4}$	3.75% B.F.
	8th	"	11,917 $\frac{1}{2}$	3.08% "
	9th	"	15,464 $\frac{1}{4}$	3.36% "

Grand-daughter

THORNTON ELITE Vol. 35, p. 371.	1st calf	9,196 $\frac{1}{2}$ lbs.			
	2nd „	9,100 $\frac{3}{4}$ „	3.48%	B.F.	} War-time feeding
	3rd „	10,800 $\frac{1}{2}$ „	3.62%	„	
	4th „	11,906 $\frac{1}{4}$ „	3.43%	„	

Great grand-daughter

THORNTON PEGGY Vol. 86, p. 960.	1st calf	7,853 lbs.	3.66%	B.F.	} War-time feeding
	2nd „	8,795 $\frac{1}{4}$ „	3.55%	„	
	3rd „	10,008 „	3.63%	„	

Show records, too, provide overwhelming proof of the accomplishments of our cattle and in open competition with all other breeds Lincoln Red Shorthorn dairy cows have on several occasions won the Open Butter Test at the Royal Show of England and many Champion Prizes at the London Dairy Show, including the Bledisloe Challenge Bowl for the best six dairy cows exhibited.

In 1936 a six year old Lincoln Red Cow won the Supreme Individual Championship Trophy at the London Dairy Show, and also the Spencer Challenge Cup for the greatest number of points on Inspection, Milking Trials and Butter Fat Tests.

Her milk yield in 24 hours was 73.8 lb., with an output of butter weighing 4 lbs. 9 ozs. This record has only once been beaten.

Later, at the 1939 Dairy Show, the B.D.F.A. Robert Mond Challenge Shield was awarded to a group of four cows, the progeny of one bull, showing the highest yield of Butter Fat aligned with consistent breeding.

The bull in question sired 36 daughters who, in their first lactation of not more than 315 days, averaged 7973 lbs. of milk ; whilst 16 of his daughters gave over 10,000 lbs. in individual lactations.

In 1947, at the first post-war Royal Show held at Lincoln, the Lincoln Red Shorthorns were the second Breed in the Milk Yield classes. The cow concerned gave 83.0 lbs. of milk.

In the table of average lactation yields for herds recorded under the National Milk Records' Scheme for the year 1946/47, Lincoln Red Shorthorns were 5th out of the 13 breeds listed.

Individual Herds can also successfully compete against other Breeds, and a Lincoln Red Shorthorn Herd in 1945 secured 1st Prize in the Leicestershire W.A.E.C's Herd Competition,

whilst in 1946, the same Herd was placed 1st in the District, and 3rd in the Champion Class, of the Herd Competition organised by the Warwickshire Committee. As both these are predominantly dairying districts, this can be considered a worthy claim for the consistency of Lincoln Red Shorthorn Dairy cattle.

When qualified bulls from recorded Dairy Lincoln Red Shorthorn Herds are used, there is the nearest guarantee for the building up, in the quickest possible time, of a first class dairy herd capable of high performance, whilst still retaining constitution and wealth of bone and flesh.

In fact, such herds are now being formed throughout the length and breadth of the British Isles.

These few facts serve to show what has been achieved by the breed in the dairy world.

IX.—SALES AND SHOWS.

Sales.

The following are the principal centres at which pedigree Lincoln Red Shorthorn cattle are sold annually under the auspices of the Society, viz :—

Louth	January	Bulls
Lincoln	April	Bulls
Boston	May	Bulls
Newark	May	Bulls
Louth	October	Females
Alford	November	Bulls

Here it is of interest to give a summary of the main bull sales during the last few years, viz :—

LINCOLN—April.

		<i>No. sold</i>		<i>Average Price.</i>
1948	121	£129 17 2
1947	156	£80 15 8
1946	184	£81 11 0
1945	186	£99 0 8
1944	187	£125 11 10

BOSTON—May.

1948	61	£139 16 9
1947	69	£67 10 5
1946	68	£88 0 0
1945	45	£96 9 2
1944	79	£88 7 5



Photo by

CHAMPION BULL, LINCOLN SALE, 1943. Sold for 1000 Guineas.

G. S. McCann

This Bull went on to win the Championship, Royal Show, 1947.

ALFORD—November.

1947	73	£99 12 10
1946	99	£80 16 3
1945	78	£90 18 3
1944	67	£115 15 0

From these few figures, it will be realised that there is a steady demand for Lincoln Red Shorthorns throughout the year. In the export trade our largest numbers have been sent to South Africa, Chili, Russia and Brazil, and the whole coloured dark red animals seem to be eminently suitable to these hot climates, as being less likely to attract the pests of ticks and flies. In South Africa bulls of the breed have done much in the past to grade up the native cattle.

The Secretary will be pleased to send Catalogues of these Sales to those interested, and full details of sales of commercial cattle to feed will also be sent, if readers will forward their names and addresses. From time to time, individual breeders hold private sales, catalogues of which may also be obtained from the Society's Office.

Wherever they are found, Lincoln Red Shorthorns prove their worth, and the following extracts from letters received by the Secretary in 1948 show how satisfied purchasers are, viz :—

From Scotland:—

“ My Brothers and I are considering using nothing but Lincoln Red Bulls, as Willie's bullocks have done so well compared to the Shorthorn and Angus sires. . . .”

From Otavi, South West Africa:—

“ . . . I have had Lincoln Red bulls in my herd for the past five years, and find that they stand up very well under most trying conditions. . . . I have decided to stick to the Breed.”

Shows.

The following are the Agricultural Shows at which Lincoln Red Shorthorns are exhibited at present, although with the increasing interest shown in the Breed, the Propaganda Committee are always prepared to consider any request for Classifica-

tions at other centres, and the calendar of shows is frequently enlarged :—

Royal Agricultural Society of England.
Bedfordshire Agricultural Society.
Brigg Agricultural Society.
British Dairy Farmers' Association.
Grantham Agricultural Society.
Hainton Agricultural Society.
Leicestershire Agricultural Society.
Lincolnshire Agricultural Society.
Newark and District Agricultural Society.
Northamptonshire Agricultural Society.
Nottinghamshire Agricultural Society.
Peterborough Agricultural Society.
Royal Norfolk Agricultural Society.
Rutland Agricultural Society.
Scunthorpe Agricultural Society.
Smithfield Fat Stock Club.
Spilsby Agricultural Society.
Spilsby Fat Stock Society.
Warwickshire Agricultural Society.
Winterton Agricultural Society.

Whatever the competition at Shows, Lincoln Red Shorthorns can always be found in the forefront, and proof of their ability to win in open classes is to be found in the following results, viz :—

- (a) In 1948, at the Royal Norfolk Show, a Lincoln Red Shorthorn won First Prize in the Class for Bulls of any Beef Breed.
- (b) At the Warwickshire Show in the same year, the Championship Prize for the Best Dairy Cow or Heifer was won by a Dairy Lincoln Red Shorthorn Cow.

It is interesting to record that all the old herdsmen, who have spent their lives with various breeds of cattle, maintain that the Lincoln Red Shorthorn is the easiest of all to bring out in Show condition.

X.—FACTS ABOUT THE SOCIETY, Etc.

THE Council consists of a President elected to the office annually, and twelve members elected by ballot for a period of three years' service. Meetings are held periodically, with the Annual General Meeting of Members in April. Special work is delegated by the Council to the Editing and Finance and the Propaganda Committees, and to the Dairy Section.

The financial position can only be regarded as highly satisfactory, and with ample assets, a live and energetic Council and band of Members, the Society undoubtedly will continue to gain further ascendancy in the Live Stock World.

During the war the prediction was often made that the pedigree stockbreeder would reap a harvest after the cessation of hostilities, as their stock would be much sought after to replenish the stricken and devastated countries of Europe after years of privation under the Nazi tyranny. The assistance of British breeders has already been forthcoming, and once more is established the fact that these Islands justify their reputation of being the cradle of the world's Live Stock Industry. Likewise, our brother-breeders in the Colonies are in search of fresh blood, after so many years of negligible exportation.

So that, all in all, the future holds much that is bright for the specialised breeder, and the Lincoln Red Shorthorn is participating in these re-stocking projects.

As a Breed Society we heartily welcome the Government's long-term policy in Agriculture. Our own County of Lincolnshire is predominantly arable, and sufficient live stock is indispensable to a healthy arable agriculture.

Some readers of this pamphlet may come from within the ranks of breeders of non-pedigree Lincoln Red Cattle in many parts of the country. It is considered that the present is a most opportune time for breeders of good class Lincoln Red Shorthorns, (and there are a number of breeders who can feel justly proud of their commercial cattle), to consolidate their position, in order to meet conditions which may have to be faced when the emphasis on consumer food is changed to a policy of Live Stock production.

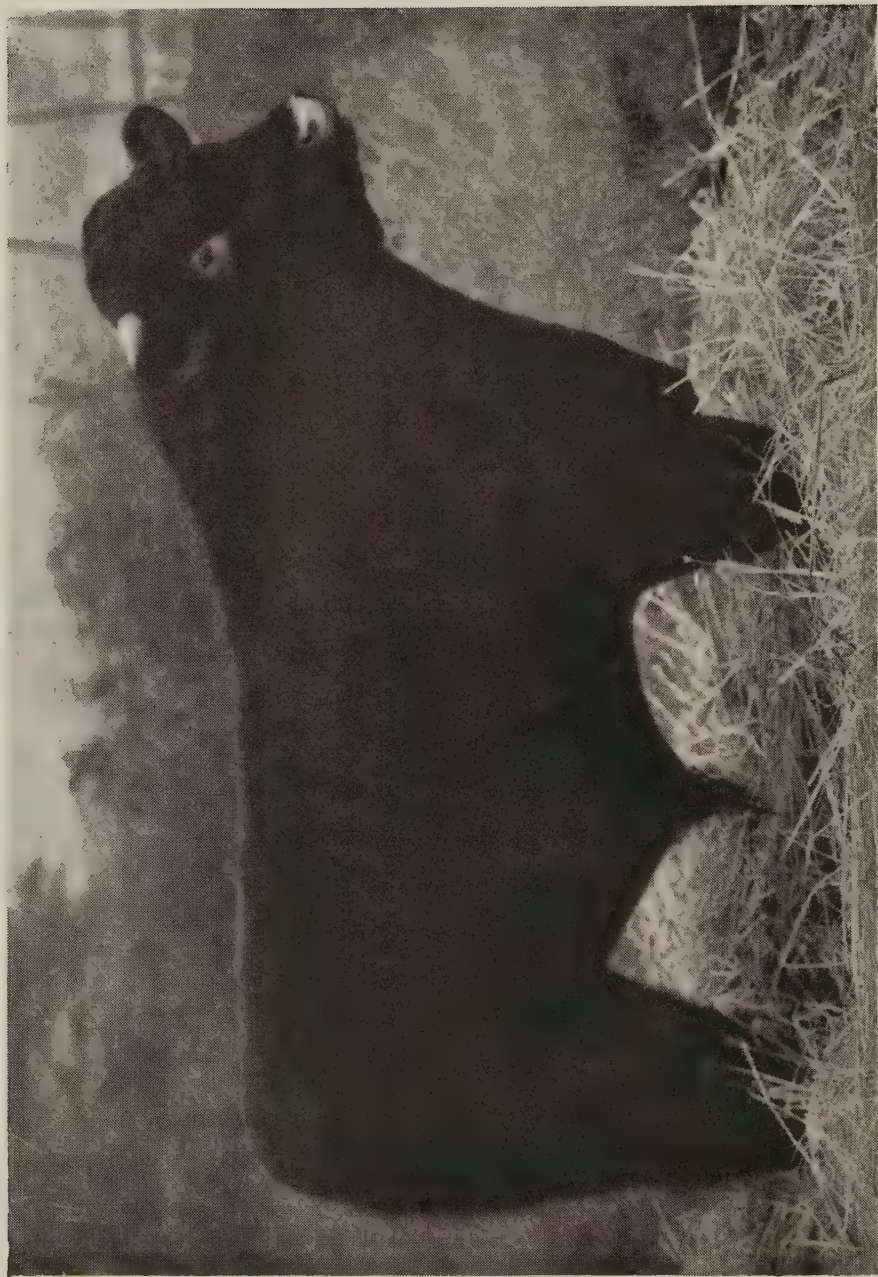


Photo by

CHAMPION BULL, ALFORD, NOVEMBER, 1943

G. S. McCann

Members may rest assured that the Council are fully aware of its responsibility to them, in the ever-changing conditions, and will do all in its power to safeguard the interests of the breed in these and other matters of current import, such as artificial insemination, dehorning, attestation, etc.

In conclusion, we make no apology for repeating that Lincoln Red Shorthorns are sound cattle ; they are largely the breeding of practical farmers, who are well satisfied with their performance.

Prospective breeders may be assured of a hearty welcome to Membership of the Society, and the Secretary is ever willing, as are the Members, to give a helping hand to the beginner.

Let each of us, therefore, be imbued with the endeavour to breed Lincoln Red Shorthorns and still better "Reds." No animal yet born has been perfect, and despite modern developments in the science of genetics, stockbreeding remains an art and the breeders ultimate goal is closely guarded ; this is the quintessence of delight of the "game," but if each of us can do our bit to carry on the work of progress commenced by our forebears, we shall contribute in no small measure to the improvement of our native cattle, thus maintaining our reputation as the "Cradle of the Live Stock Industry."

XI.—INFORMATION FOR NEW MEMBERS.

FEES.—Entrance Fee, £2. Annual Subscription, £2. Prefix Registration, 10/-. Entry Fee for Bulls, 15/-. Entry Fee for Females, 7/6.

PREFIX.—All Members must register a distinctive herd name for their exclusive use in naming animals bred by themselves.

EAR MARKING.—All full pedigreed calves must be tattooed with a three letter Herd Designation, the year letter, and numbers in strict sequence of birth, irrespective of sex. The Herd letters are allotted by the Society and as far as possible the initials of the Members are used—surname initial first, *e.g.*, B.A.C. (Brown, Arthur Charles). The year letter for 1948 calves is G, H for 1949, J for 1950, and so on through the alphabet for future

years. The tattooing is done in the right ear (looking from behind). Example : B.A.C. B.A.C.
G.1. G.2.

REGISTRATION.—All calves, live, dead or steered, must be notified *within the next calendar month following birth*, and on any entries received the following month double fees will be charged. Entries received after that time can only be accepted by the Council at a fee to be fixed by them.

DAIRY SECTION.—The Herd Book is divided into two Sections, one Beef and the other Dairy. In the latter are published Recorded Milk Yields, Register of Qualified Dairy Bulls, Register of Merit, etc.

PRIVATE HERD REGISTER.—Details of all Dams must be entered in a Private Herd Register, giving the full pedigrees, and all calves out of such Dams must be recorded immediately they are born, in the same Register on the appropriate page.

SALES.—The Society hold Annual Sales of Bulls at Louth, Lincoln, Boston and Alford during the months of January, April, May and November respectively, whilst a Female Sale is held at Louth in October.

GRADING SCHEME.—A Supplementary Register is included in the Herd Book, and details of the Scheme may be obtained from the Secretary on application.

PUBLICATIONS.—All Members receive a copy of the annual Herd Book and other publications as issued.

MISCELLANEOUS INFORMATION.—Tattooing Forceps, Branding Irons, and Private Herd Registers may be obtained through the Society at current prices, whilst any advice or information regarding the Breed will be gladly supplied on application to the Secretary, 17 West Parade, Lincoln.

THE POOLHAM HERD

OF

PEDIGREE LINCOLN RED SHORTHORNS

This well-known herd has been in existence since 1882. Prize-winning sires have been used for generations, producing the Hardy, True-to-Type,

POOLHAM LINCOLN RED

Winners of many Prizes at the Annual Shows and Sales held by the Lincoln Red Shorthorn Society, and at Agricultural Shows

Sires in use :

CROPWELL SPARTAN 33982. Purchased at Alford Bull Sale 1943 for 250 gns., where he won 2nd Prize in a Class of 29 Bulls.

WALCOTT NAT 34266. Purchased at Lincoln Bull Sale, 1944 for 220 gns.

Full particulars of the Herd, and of animals for Sale may be obtained from—

J. W. BELL

POOLHAM HALL, HORNCastle

Lincs.

Telephone : Woodhall Spa 3199

THE ANWICK HERD

OF

LINCOLN RED SHORTHORNS



ANWICK SAMMY

Champion at Lincoln Bull Sale, 1942.

Animals from this Herd have won—

27 CHAMPIONSHIPS

15 RESERVE CHAMPIONSHIPS and

88 1ST PRIZES

in the last 14 years.

The Herd consists of 150 Head. Inspection invited.

Telephone :
BILLINGHAY, 208
(EVENINGS 259).

C. L. BEMBRIDGE,
WALCOTT,
LINCOLN.

THE WALCOTT HERD

OF

LINCOLN RED SHORTHORNS



Numerous Prizes have been won by animals from this Herd at the Principal Shows and Sales in recent years.

COMPRISING :—

140 HEAD PEDIGREE CATTLE

Inspection of Herd invited.

Stock Bulls now in use :

“ANWICK MASTER”

“ANWICK BENJAMIN”

Telephone:
BILLINGHAY 215.

JOHN BEMBRIDGE,
WALCOTT, LINCOLN.

**THE
CHIPPINGHURST HERD**

**OF
LINCOLN RED SHORTHORNS**

The property of

LT.-COL. E. C. BOWES

**CHIPPINGHURST MANOR
OXFORD**

**The Herd consists of Cattle specially
selected for Colour, Hardiness and Trueness
of Type and Conformation.**

**INSPECTION BY APPOINTMENT
IS CORDIALLY INVITED**

Enquiries to—

**LIEUT.-COL. E. C. BOWES,
CHIPPINGHURST MANOR,
OXFORD.**

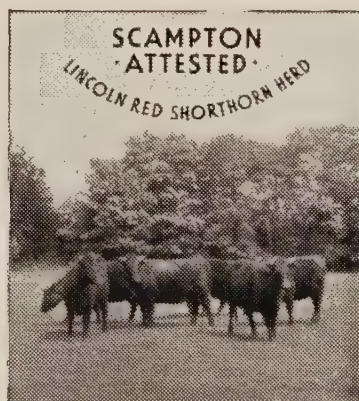
Telephone : GARSINGTON 43.

SCAMPTON

ATTESTED

PEDIGREE LINCOLN RED SHORTHORNS

This Herd holds a Certificate of Attestation (*i.e.*, of freedom from Tuberculosis) from the Ministry of Agriculture



RECENT SUCCESSES :

1st, Class 5, Lincoln, 1946.

2nd, Class 2 & Highest Price
(320 gns.) Lincoln, 1947.

2nd, Class 4, Lincoln, 1947.

1st, Class 3, Louth, 1948.

Apply—

MAJOR ANTHONY BURKE,
BOOTHBY HALL,
GRANTHAM.

Farm Office:
Ingoldsby 63.

HERD OF
T. W. CARTWRIGHT, J.P.

The Mount,
DUNHAM-ON-TRENT, Newark.

This Herd was registered in Volume 2 and obtained from the present Owner's Family. It has been in existence from the year 1833. Always been bred on sound constitutional lines, with quality. Cows are all home-bred and only Bulls of high merit have been used. Choicely bred quality Stock generally on offer.

PHONE :—DUNHAM-ON-TRENT 209.

THE CASTLEACRE HERD

(FOUNDED 1873).

T.T. and ATTESTED

A Milking Herd

Officially recorded since 1916.

Bred for Milk, Stamina and Longevity.

*The property of—***W. D. EVERINGTON,**
CASTLEACRE,
KING'S LYNN, NORFOLK.

Phone: CASTLEACRE 206.

WELTON 'ATTESTED' HERD

HARDY, DEEP RED LINCOLNS BRED IN
SEPARATE HERDS FOR BEEF AND MILK

DAIRY and BEEF

**Bulls and Heifers from Recorded dams
as well as from pure Beef animals.**

Since the Certificate of Attestation was granted
in 1939, no Welton Bred Animal has reacted to
the T.B. Test. Every Animal tested annually.

SALES;

LOUTH
ALFORD

LINCOLN
LEICESTER

R. J. CHARLTON,

NEWTON HALL,

NR. SLEAFORD, LINCOLNSHIRE.

Phone: Folkingham 210.

Nearest Station: Sleaford, 7 miles.

THE BOURNE HERD

OWNED BY

Messrs. E. D. & A. D. COOKE

MANOR HOUSE, AUSTERBY, BOURNE,
LINCS.



ANWICK WISEACRE

A newly-founded Herd comprising [150] females selected from the leading Lincoln Red Herds.

The Stock Bulls are :—

- (1) **Anwick Wiseacre** bred by Mr. C. L. Bembridge. []
- (2) **Spridlington Jaques**, bred by Messrs. Albone Bros.
- (3) **Saltmarsh Cawkwell 62nd**, by Spridlington Enfield, bred by Mr. G. H. Bowser.
Saltmarsh Cawkwell 62nd was the highest priced bull sold in 1944 and cost 850 guineas.

There is a first rate selection of young bulls and females always on sale from the above address.

Tel. : BOURNE 150.

THE KIRTON HERD

OF
LINCOLN RED SHORTHORNS

HAS WON

1940 : Champion, Lincoln Bull Fair.
1940 : Champion, Boston Bull Fair.
1941 : Champion, Boston Bull Fair.
1942 : Res. Champion, Boston Bull Fair.
1943 : Res. Champion, Boston Bull Fair.
1945 : Res. Champion, Boston Bull Fair.
1947 : Champion, Newark Bull Fair.
1947 : Champion, Leicester Bull Fair.

and many other awards at the premier Shows and Sales.

Females have been exported to Argentine.

99 per cent of the Females are home bred and most of them are the progeny of one of the Bulls named, and have figured prominently at R.A.S.E., Lincs. County and other Shows.

BROOMBRIGGS VICTOR 25775, 1st Lincoln and 1st Lincs. County Show.

WALCOT ENVOY 6TH 28243, 1st and Res. Champion, Lincoln.

HOLME WHAT'S WANTED L.30864, 1st and Res. Ch. Lincoln.

TEALBY DEMON L.30735, Res. Champion, Alford.

EASTCOAST GUNNER L.31518, Res. Champion, Alford.

Present Stock Bulls are :

TEALBY DEMON L.30735, Res. Champion, Alford.

SALTMARSH CAWKWELL 46TH 33549 (purchased for 500 guineas, Alford).

ANWICK VIVIAN 34256, 1st and Champion, Boston.

BOURNE BOB 3RD 36102, 1st and Res. Champion, Boston, 1947.

W. DENNIS AND SONS LIMITED

OF KIRTON, BOSTON, LINCOLNSHIRE.

**Breeders of Pedigree Livestock ; The Kirton Herd of Essex Pigs ;
The OBO Herd of Large White Pigs.**

Telephone : KIRTON 14

LINCOLNSHIRE

DICKINSON, DAVY AND MARKHAM

Auctioneers and Valuers

Land and Estate Agents, Surveyors
and Arbitrators.

MANAGEMENT OF ESTATES AND FARMS

Valuations and Accounts prepared for
Income Tax purposes.

FAT AND STORE STOCK MARKETS
at LOUTH, BRIGG, BARNETBY and GRIMSBY.

Stock Specialities:

The famous Lincoln Red Shorthorns and
Pedigree Lincoln Longwool Sheep.

This Firm being in close touch with leading
breeders can supply the best information regarding
the purchase and sale of Lincolnshire bred stock.

Offices: BRIGG, LOUTH, AND GRIMSBY.

Telegrams :	Office :	Phone :
DAVY, AUCTIONEER	BRIGG	2119
DAVY, AUCTIONEER	LOUTH	4
MARKHAM, AUCTIONEER	GRIMSBY	5305

THE TUMBY HERD

THIS HERD HAS BEEN REGISTERED 45 YEARS AND IS ESSENTIALLY A BEEF HERD

The heaviest Steer shown at Smithfield (17 cwts. 6 lbs. at 2 years 7 months 5 days) was bred in this Herd.

A few Bulls from selected dams are kept, and a limited number of Females are for sale annually.

Stock Bulls now in use :

SALTMARSH CAWKWELL 57TH, a Prizewinner at Boston, 1944, costing 320 guineas.

BARNOLDBY GRANDPA (bred by Mrs. Grace Dawson).

Inspection of Herd welcomed.

Messrs. W. A. EVISON & SONS

WISPINGTON, HORNCASTLE.

Station : HORNCASTLE.

Tel. : BAUMBER 227.

HOLME

LINCOLN RED SHORTHORNS

The property of JOE HALLAM, "Old Hall Farm," Holme, Newark, Notts.

SMALL HERD. GRAND PEDIGREE.
BUY THE BEST.



HOLME ESQUIRE

First and Reserve Champion, Lincoln Bull Sale, 1947.

Young Bulls and Females mostly for sale.

All enquiries receive personal attention.

Bulls recently used : Walcott Falstaff, winner of 1st Peterborough, 2nd Lincolnshire and 3rd Royal, 1939. Gorse Bob 20th, Champion, Boston Bull Sale, 1936. Anderby Crusader, Reserve Champion, Alford Bull Sale, 1931. Satlfleet Waterloo, Champion, Royal Show, 1928.

EARL & LAWRENCE

(F.A.I.)

**Agricultural Auctioneers, Valuers and Estate
Agents.**

CATTLE MARKET, SLEAFORD, Lincs.

(Telephone : SLEAFORD 15)

**Specialists in Lincoln Red Cattle and Lincoln
Longwool Sheep.**

Transfer and Annual Stocktaking Valuations.

Weekly Sales of Store Cattle, Sheep and Pigs held every Monday
in Sleaford Cattle Market.

THE NEWTON HERD

OF

PEDIGREE LINCOLN RED SHORTHORNS

Bulls and Females usually for sale.

The property of

JAMES HOLM,

SUNNYSIDE, COLD NEWTON, BILLESDON, Leicester.

Phone: TILTON 215.

THE MOAT HERD

OF

LINCOLN RED SHORTHORNS



MOAT COWSLIP 4TH

Female Champion, Lincoln, 1945.

Sold for 200 guineas.

Bred for Character, Constitution and Colour.

Winners of Notts. Young Stock Competition, 1945.

Stock Bull in use : SALTMARSH CAWKWELL 70TH, Champion
at Alford Sale, 1944, bought for 425 guineas, and Reserve
Champion, Royal Show, Lincoln, 1947.

The property of

MESSRS. H. J. HELLIWELL & SONS

MOAT FARM, TORWORTH,

Nr. RETFORD, Notts.

Phone: Ranskill 225.

Station: Ranskill (1 mile).

THE NOCTON RISE HERD OF LINCOLN RED SHORTHORNS

Numbers of Bulls from this Herd, in which only the best Sires have been used, have given satisfaction. Young Stock generally available for Sale.



Home-bred Yearling Bull sold for use in one of the oldest herds

Also the old-established and Prizewinning Flock of

LINCOLN LONGWOOL SHEEP

Bred on the Farm by the present owner's predecessors since 1750 ; exportations have been made to all parts of the world.



*Champion Ram, Lincolnshire
County Show, 1946*

1947 Showyard Prizes included :—

Royal Show : Rams, 1st and 3rd.

Ewes, 1st and 2nd.

Champion and special.

Rutland County : Rams, 1st.

Ewes, 1st.

Challenge Cup for best pen sheep.

Association's Show and Sale :

1st and Champion

THE PROPERTY OF

E. M. HOWARD

NOCTON RISE

LINCOLN

Tel. BRANSTON 217

THE WOLSTON LICENCED T.T. HERD OF DAIRY LINCOLN REDS



Photo taken when 11 years old.

WOLSTON LOFTY 12TH, born October 4th, 1933, gave 15,169½ lb. with her 10th calf ; has given 17,484¼ lb. with her 11th calf to date, when she was still giving 30 lb. daily, and was in-calf again. Her highest daily yield was 83 lb. at the Royal Show in 1947, four months after calving down, when she won 1st Prize Milking Trials and Reserve for Inspection in the Dairy Class. Also won 2nd Prize, Open Shorthorn Class, Warwickshire, 1945, and 1st Prize, Loughborough, 1945. Her dam averaged 10,118 lb. with 5 calves, whilst her g. dam and g.g. dam were 1000 gallon cows.

A herd mate won 2nd Prize Inspection and 3rd Prize Milking Trials at the Royal Show, 1947, and has given 11,632¼ lb. in 314 days with her 3rd calf, is still giving 25 lb. daily, being in-calf again.

The herd has been founded from families of consistent high yields, conformation, and long life, and Herd averages of 900 gallons have been obtained.

The Herd won 1st Prize, W.A.E.C. competition 1944-5.

Sire being used in the Herd.

LANGFORD DAIRY KING 11TH, dam, Langford Queen 82nd, half sister to Langford Norman 25th, the exceptional Cow owned by Fordson Estates. Sire, Histon Dairy King 132nd, a proven Sire ; his daughters have yields over 1000 galls. 1st calf. Line bred to Bendish Dairy King, through Histon Acacia 6th and Langford Queen.

His first 12 sisters to complete their first lactations averaged 900 gallons with their first calves.

He won 3rd Prize, Ashby-de-la-Zouch, 1947.

G. W. R. KIND,

Phone, Wolvey 80.

The Grange, Copston, Nr. Hinckley.

THE
WHETSTONE HERD

OF
**SUPERVISED LINCOLN RED DAIRY
SHORTHORNS**

The property of

H. H. KIND & SON

WHETSTONE GORSE,

LEICESTERSHIRE.

This Herd was formed in 1904, registered in 1914,
and officially recorded since 1918.

Sires in use : Whetstone Duke 42nd 37884 and Whetstone
Dairy King 37881.

Sires recently used : Histon Dairy King 164th 32105,
Shillington Yankee 33100, Highwood Brutus 3rd 30614,
Stapleford Flamville 33rd 27475.

Phone: NARBORO 3308.

THE MCTURK HERD

OF

LINCOLN RED SHORTHORNS

The lineage traces back to the Herd founded by the late Mr. James A. Milligan-Manby, entered in L.R.S. Vol. 1.

In 1942 the Herd was re-formed by a selection of home bred entries to the Grading Register of the Herd Book, since when additions of Pedigree Females have been purchased from leading Breeders.

Recently a separate Herd Section has been incorporated for Dairy animals ; officially recorded.

THE INSIGNIA BESTOWS COLOUR CONFORMATION CHARACTER

Bulls at Stud :

GORSE SQUIRE 53RD, 36458, 1st and Res. Champion, Alford, 1945.

SALTMARSH CAWKWELL 55TH, 34322, Highly Commended, Lincoln, 1944.

ANWICK CARBINEER, 38032, 2nd Prize, Boston, 1948.

CLUNY PRIMROSE RODNEY.

THORNTON DRUID, 36629, (Dairy), 1st Prize, Lincoln, 1947.

Guests on inspection are cordially invited to contact

THE ESTATE OFFICE,
THORGANBY HALL, NR. GRIMSBY,
Lincolnshire.

Tel. No: BINBROOK 270.

Owner: R. A. S. MILLIGAN-MANBY, F.L.A.S.

**THE
HEMINGBY 'ATTESTED'
HERD**

**OF
PEDIGREE LINCOLN RED SHORTHORNS**

This fashionable quality Beef Herd holds a
Ministry Certificate of Attestation.

BULLS AND FEMALES FOR SALE.

Stock Bulls now in use :

SALTMARSH CAWKWELL 72ND

ANWICK CARDINAL

FRANK E. READ

BROOK HOUSE, HEMINGBY,

HORNCastle, Lincs.

Tel: BAUMBER 238.

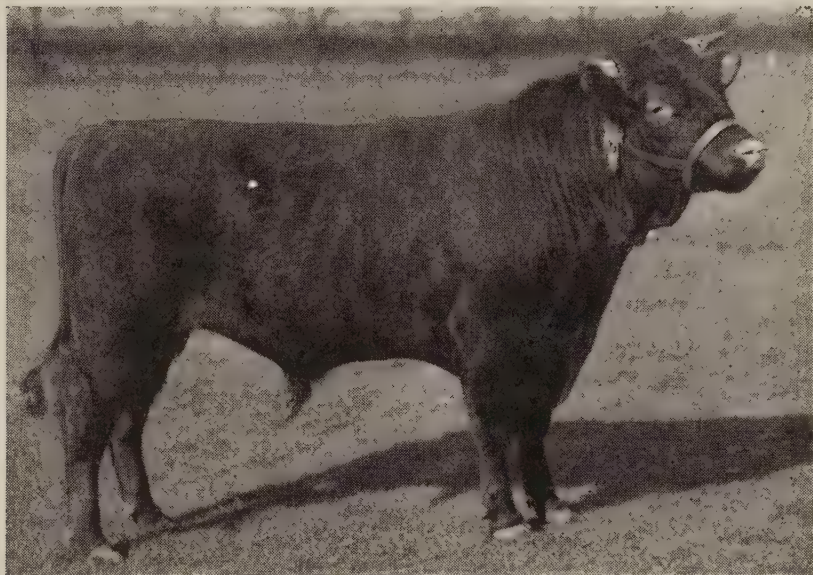
PEDIGREE AND PERFORMANCE

THE THORNTON HERD

OF

LINCOLN RED DAIRY SHORTHORNS

70 years of Selective Breeding — 25 years Official Recording



THORNTON DRUID 36629

1st Prize for Qualified Dairy Bulls, Lincoln Show and Sale, 1947.

His dam Thornton Niobe, vol. 84, p. 962, averaged with 3 calves 12,173 lbs., 4.0% B.F., whilst two of his grand-dams averaged 12,657 lbs. with 14 calves.

Every female in the Herd is Qualified by Yield and Butterfat.

Bulls and females of correct type, colour and conformation usually for sale.

Inspection invited and enquiries promptly answered.

MAJOR A. C. RIPPIN,

THORNTON LODGE, Nr. Horncastle.

Tel: HORNCASTLE 76.



CASTLEPARK SPRIDLINGTON (37611) retained as Stockbull in the "CASTLEPARK HERD."

This Bull at **7 months** of age was awarded 1st Prize at the ROYAL SHOW at Lincoln, 1947, in the class for **Yearling** Bulls. At **17 months** of age was awarded **Championship** for **all ages** at the Society's Main Annual Show and Sale, Lincoln, 1948.

THE "CASTLEPARK" HERD

in addition to winning the Championship at Lincoln 1948, also won 1st Prize for group of the Best Three Bulls exhibited. This is an **ATTESTED HERD**.

Enquiries Invited.

H. C. ROTHERY

THORPE TILNEY HALL,

WALCOTT, LINCOLN

Telegrams—"Selwel," Boston

Codes—A.B.C. 5th & 6th Edition

Telephone—Martin 31

SIMONS, INGAMELLS & YOUNG

(Fellows of Chartered Auctioneers' and Estate Agents' Institute).

**LIVESTOCK & AGRICULTURAL
AUCTIONEERS and VALUERS
LAND and ESTATE AGENTS.**

FAT & STORE STOCK MARKETS
at Boston, Louth and Burgh-le-Marsh,
Lincolnshire

Annual Sales of Lincoln Red Shorthorn Pedigree
Cattle at Lincoln, Alford, Louth and Boston.

Offices: Boston and Alford, Lincs.

Telegrams :	Office :	Phone :
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YOUNG, AUCTIONEER	Alford	16

THE PAWDY HERD

OF

PEDIGREE LINCOLN RED SHORTHORNS

The property of

W. R. THORNEWELL & SON,

Pawdy Farm,

BARROW-ON-SOAR, Loughborough.

Phone: SILEBY 336.

Inspection invited

Many Prizes at principal Shows and Sales.

Also Pedigree Large White Pigs.

LINCOLN RED SHORTHORN CATTLE

Renowned for General Hardiness. Deep Red Colour.
Bone and Substance. Live Weight Gain.



ANNUAL SALES

Pedigree Bulls :

- ★ LOUTH (*January*)
- ★ LINCOLN (*April*)
- ★ BOSTON (*May*)
- ★ ALFORD (*Nov.*)

Pedigree Females :

- ★ LOUTH (*October*)

Purchases may be made through the Sales Committee of the Society

Particulars and Literature from the Secretary—

THE LINCOLN RED SHORTHORN SOCIETY

17 West Parade, LINCOLN

THE FIRSBY HERD

OF

LINCOLN RED SHORTHORNS

FIRST REGISTERED IN VOL. 14, 1908.



LIDLINGTON COLUMBUS, Champion, Alford, 1945.

Stock Bulls now in use :

WALCOTT PEDRO, 35978

LIDLINGTON COLUMBUS, 35602

Bulls and Females, hardily reared on the East Lincolnshire Coast,
usually for sale. Inspection invited.

Enquiries to :

JOHN F. SMITH

THE GRANGE,

FIRSBY, Nr. SPILSBY, Lincs.

Tel: Little Steeping 220.

THE DEEPING HERD

The property of

R. P. WATTS, LTD.

THORPE LATIMER, SLEAFORD

Phone: SWATON 206.



Farmer and Stock-breeder Photograph

Coleby Majestic 32642, seen above, was used extensively in the herd. He won 1st and Champion, Peterborough Show, 1946, 1st Bedfordshire Show, 1946, 2nd and Reserve Champion All Breeds, Lincs. Agricultural Show, 1946, and 2nd, Oakham Show, All Breeds, 1946. This was the only season shown. His stock have taken prizes at all the leading Shows and Sales.

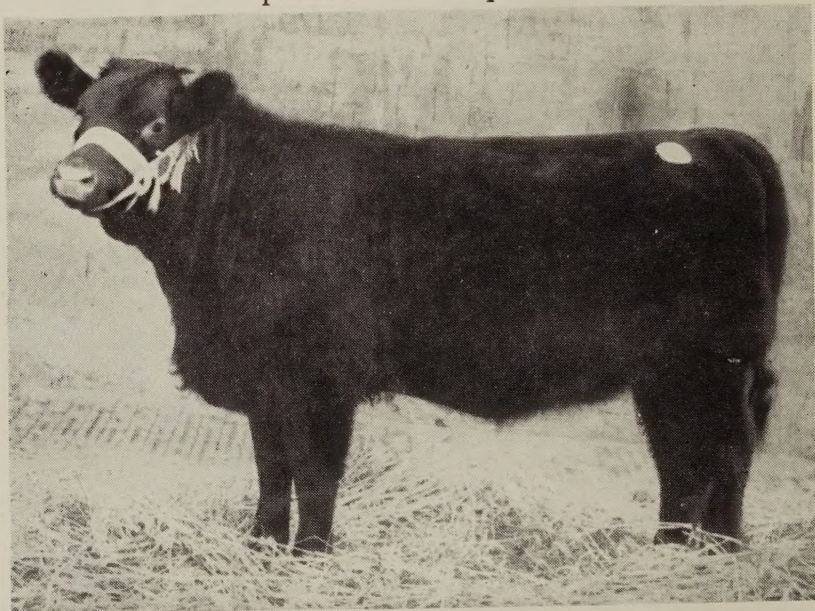
Young Bulls and Females usually for sale.

Enquiries and inspection invited.

All cattle in this herd are tuberculin tested annually.

THE GREAT CARLTON GRANGE HERD

This Herd has been formed by Careful Selection from Old Established Strains. Inspection Invited. Any particulars on request.



CARLTON GRANGE FORM

First Prize and Champion at the Louth Female Show, October, 1946.

First and Reserve Champion, Royal Show, Lincoln, 1947.

Two Firsts at Peterborough Show, 1947.

First and Champion, Louth Female Show, September, 1947.

First and Champion, Newark Show, May, 1948.

Sire : Holme Badman. Calved, January 30th, 1946.

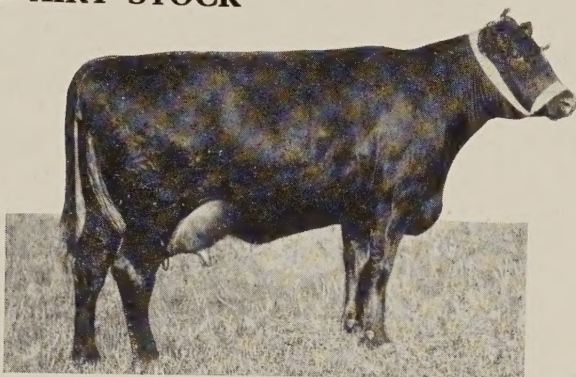
*The property of—***THEODORE WEST**
*Residence—***SOUTH THORESBY, ALFORD**

Phones : SWABY 231 ; LOUTH 270/1.

£ LINCOLN RED
S HORTHORN
D AIRY STOCK

FOR

**MILK
PRODUCTION**



PERFORMANCE IS PROOF

**The 2nd BREED in MILK YIELD CLASSES at
ROYAL SHOW, 1947**

The Beef Breed for Good Stock—'Lincoln Reds'



THE DOLLAR SAVERS

Pre-War Feeding - - - SMITHFIELD SHOW, 1937
Heaviest Steer— 17 cwts. 6 lbs. at 2½ years.
War-time Feeding - M. of F. Centre, MARKET HARBOURGH
50 Bullocks averaged—18 cwts. 1 qr. at 3 years.

LINCOLN RED SHORTHORN SOCIETY

17 WEST PARADE, LINCOLN

(Tel.—10445)

Please pass this copy on to anyone interested.

Copies can be supplied on application to the Secretary, who will give any other information and particulars of membership.